

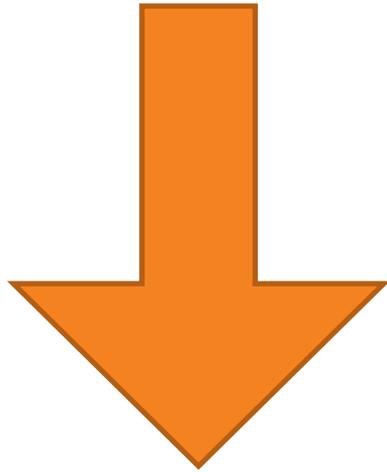
Reaching the Consumer in a Changing Lighting Landscape

The Home Depot

Art Christianson – Sr. Manager, Utility and Govt Rebates



Key Industry Themes



Average Bulb Price



LED Adoption



Total Bulb Sales
2018-2020

The Customer's Adapting Needs - Innovation

Pendant

Original
Pre-2014



Past
Circa 2015



Now
2017-2018



Globes



Candles



The Challenge for Consumers

Consumer Motivators

- Reducing Energy Cost
- Longer Lifespan
- Saving Energy for the Environment

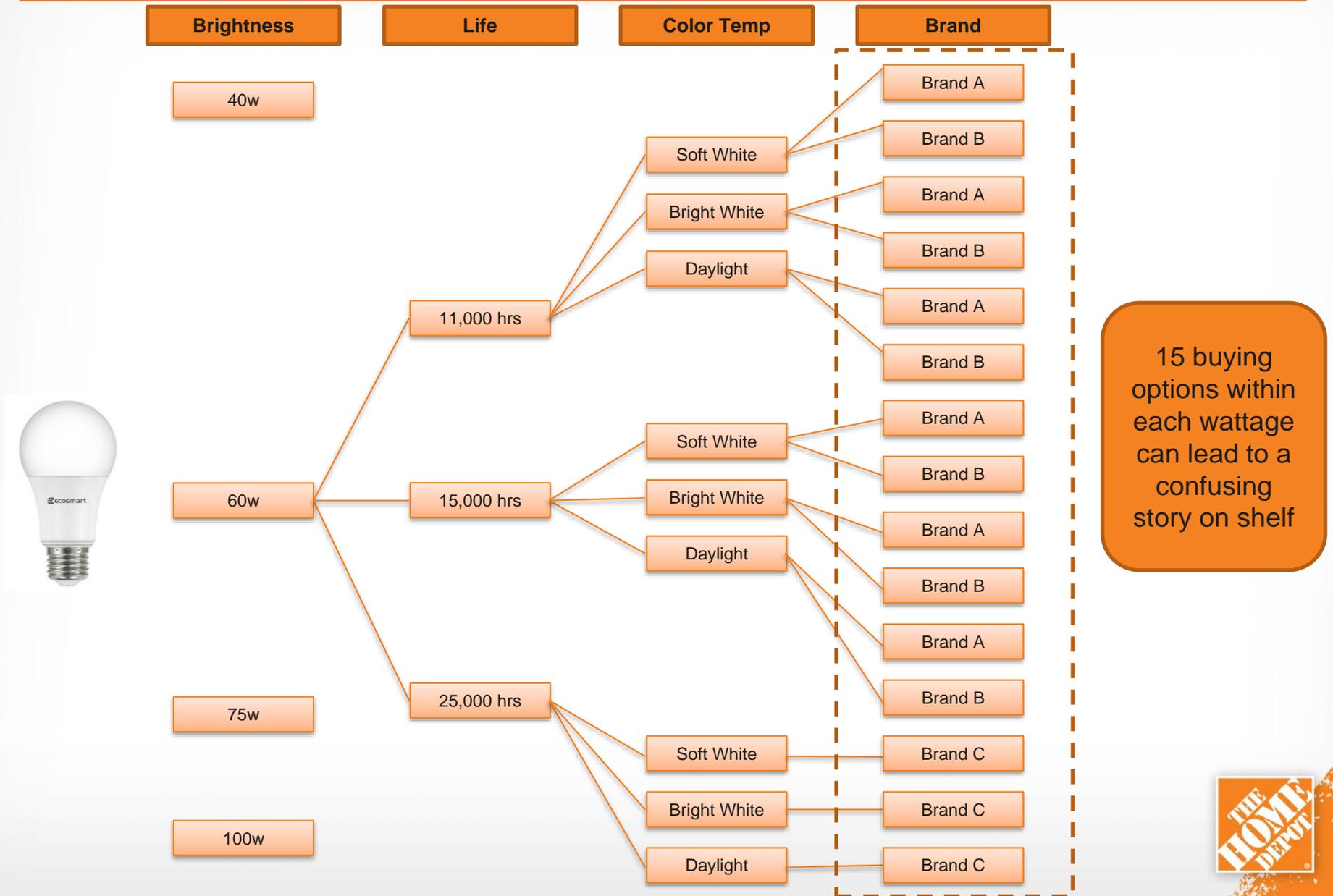
Consumer Pain Points

- Price is too high
- Aesthetics
- Lack of Product Knowledge
- Packaging is confusing
- LED not a “match”
- Too many options

ENERGY STAR helps identify key functionality that motivates consumer purchases, including reduced energy and associated cost, long lifespan, and other product functionality.



The Customer Journey



The Home Depot Approach

Consumer Decisions

- Type
- Technology
- Color
- Shape
- Environmental Attributes
- Brand
- Package Size
- Price



homedepot.com

- Buying Guide
- Product Features



Deep Mix

- Broad Selection
- Great Value



Point of Sale

- Lighting Displays
- Product Packaging
- Store Associates



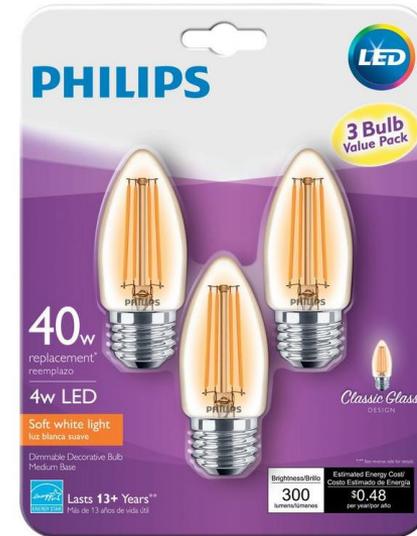
Lighting Displays



← We prominently display the ENERGY STAR logo. It resonates with our customers and helps guide them to high quality products when they are purchasing.



Packaging Innovation



In Store Signage with Utility Partners



Store Associates and Events



Wrapping Up

- Customers have multiple decision points – we need to do our part to help guide them
- ENERGY STAR helps highlights important features to consumers – this helps in the decision making process
- Important factors to continue driving LED adoption – ENERGY STAR, Utility incentives and price reductions, and innovation

